OMB No. 1 0018

NATIONAL REGISTER LISTED

OCT 1 0 2007

United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A) Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-9000a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property			
Historic name Other name/site number	Brown Building Broadway Plaza		
2. Location			
de control de la	05 South Broadway Street Vichita Ks County Sedgwick	Code 173 Zip	not for publication vicinity code 67202
3. State/Federal Agency Ce		O000 110 Emp	
request for determination of the storic Places and meets does not me nationally statewide statewide signature of certifying offic Kansas State Historical State or Federal agency are	the procedural and professional reset the National Register criteria. It is locally. (See continuation See Continuatio	ntation standards for registering pequirements set forth in 36 CFR Frecommend that this property be night sheet for additional comments.	roperties in the National Register of Part 60. In my opinion, the property considered significant
State or Federal agency ar	nd bureau		
4. National Park Service Ce	ertification		
I herby certify that the property is	s Register. ————————————————————————————————————	Signature of the Keeper	Date of Action

Brown Building		Sedgwick County, Kansas			
	County a				
Category of Property (Check only one box)	Number of Resources wit (Do not include pre	hin Property viously listed resources in the count.)			
⊠ building(s) ☐ district ☐ site ☐ structure ☐ object		Noncontributing buildings sites structures objects			
ting nultiple property listing.)	Number of co in the Nationa	ntributing resources previously listed			
N/A		N/A			
Historic Functions (Enter Categories from instructions)		Current Functions (Enter categories from instructions)			
COMMERCE/Business		siness			
	Materials (Enter categories from instructions)				
RY AMERICAN	Foundation: CONCRETE Walls: CONCRETE				
	BRICK				
	Other:				
	(Check only one box)	Category of Property (Check only one box) Duilding(s)			

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

Brown Building	Sedgwick County, Kansas County and State		
Name of Property			
8. Statement of Significance			
Applicable National Register Criteria (Mark "X" in one or more boxes for the criteria qualifying the property for National Register	Areas of Significance (Enter categories from instructions) ARCHITECTURE		
A Property is associated with events that have made a significant contribution to the broad patterns of our history			
☐ B Property is associated with the lives of persons significant in our past.			
C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.	Period of Significance		
D Property has yielded, or likely to yield, information important in prehistory or history.	1926-1928		
Criteria Considerations (Mark "x" in all the boxes that apply.)	Significant Dates		
Property is:	1927		
A owned by a religious institution or used for religious purposes.	1928		
B removed from it original location.	Cimiliant Dayson		
C a birthplace or grave.	Significant Person (Complete if Criterion B is marked above)		
D a cemetery.	N/A		
E a reconstructed building, object, or structure.	- H		
F a commemorative property.	Cultural Affiliation		
☐ G less than 50 years of age or achieved significance within the past 50 years	N/A		
	Architect/Builder		
Narrative Statement of Significance (Explain the significance of the property on one or more	Schmidt, Boucher & OverendArchitects		
continuation sheets.)	George Siedhoff Construction CoBuilder		
9. Major Bibliographical References			
Bibliography (Cite the books, articles, and other sources used in preparing this form of	n one or more continuation sheets.)		
Previous documentation on file (NPS): preliminary determination of individual listing (36 CFR 67) has been requested previously listed in the National Register previously determined eligible by the National Register designated a National Historic Landmark recorded by Historic American Buildings Survey recorded by Historic American Engineering	Primary location of additional data: State Historic Preservation Office Other State agency Federal agency Local government University Other Name of repository:		
recorded by Historic American Buildings Survey #	Other		

	Brown Building		Sedgwick County, Kansas		
Name of Proper	Name of Property		County and State		
10. Geographica	al Data				
Acreage of Prope	rty Less than 1 acre				
Zone Easting Verbal Boundary De (Describe the boundary	escription aries of the property on a continuation sheet.)	Zone 4 See co	Easting Northing Ontinuation sheet		
Boundary Justificat (Explain why the bou	tion Indaries were selected on a continuation sheet.)				
11. Form Prepare	d By	·····			
Name/title	Susan Jezak Ford	Data	Fohmung 26, 2007		
Organization	nization Citysearch Preservation Date February 26, 2007				
Street & number	er 3628 Holmes St.	_ Telephone	816-531-2489		
City or town	City or town Kansas City		souri Zip code 64109		
Additional Docum Submit the following ite	nentation ms with the completed form:				
Continuation She	eets				
Maps	A USGS map (7.5 or 15 minute series) indicating the	ne property's	location.		
Photographs	A sketch map for historic districts and properties ha		creage or numerous resources.		
Additional items	Representative black and white photographs of the	he property.			
	PO for any additional items)				
Property Owner		· · · · · · · · · · · · · · · · · · ·			
Name _	Broadway Plaza I, LLC (c/o Michael Elzufon)				
Street & numb	per 2735 Cheshire Lane N.	Telephone	763-235-1780		
City or town	Plymouth	State	MN Zip code <u>55447</u>		

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16) U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503

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Brown Building Wichita, Sedgwick County, Kansas

Architectural Description

Overview

The Brown Building, 105 South Broadway, Wichita, Kansas, is nominated to the National Register of Historic Places under Criterion C for ARCHITECTURE. The office building was first completed in 1927 at six stories tall. Five additional stories were added in 1928, bringing it to eleven stories tall.

The rectangular concrete office building is faced with dark red brick. The Commercial style building is ornamented with Classical Revival details. The east and north elevations of the building each has a two-story base, a seven-story shaft and a two-story cap. The west and south sides of the building are devoid of ornament, faced simply with brick painted dark red. The building has a flat roof. Windows on the north and east sides are modern replacements.

Exterior

The north façade is three irregular bays wide. The first- and second-story bays are divided by stucco pilasters with granite bases. The first story, recently restored, has a recessed central entrance in the center bay surrounded by storefront windows. The east bay has three storefront windows. The west bay has an entrance door and a storefront window. All windows are divided vertically by bronze metal strips, placed atop bronze metal bulkheads and topped with plain glass transoms. Corrugated glass transoms separate the first and second stories. The base of the second story has bronze metal panels placed below sectioned windows between each pilaster. Bays one and three each has three second-story windows and bay two has five second-story windows. All second-story windows are topped with glass transoms and divided horizontally and vertically by metal strips. The stone capitals of the four pilasters that surround the three bays are ornamented with stone medallions. A plain stone entablature and a stone cornice top the second story. The third story has Chicago-style windows in the first and third bays and four individual windows in the center bay. Floors four through eleven have pairs of windows in the first and third bays and four individual windows in the center bay. A plain stone entablature sits below the center bay of the sixth story. Stone entablatures are located below the tenth story and above the eleventh story, with two fluted Ionic columns running between them in the center bay. The tenth-story entablature contains four stone medallions. The eleventh-story entablature has decorative plaques in the first and third bays and steps back slightly in the center bay with "BROWN BUILDING" inscribed. This entablature is topped with dentil molding, a cornice and a brick parapet. The windows on the tenth and eleventh stories have metal panels placed between them and are surrounded by stone trim.

The east façade is seven bays wide. Stucco pilasters atop granite bases divide each bay. Viewing from south to north, bays one, four, five and six are filled with large storefront windows surrounded by narrower windows. Bays two and seven have double glass doors surrounded by windows. Each window sits atop a bronze metal bulkhead. Sectioned glass transoms top bays one, two, four, five, six and seven. Corrugated glass transoms separate the first and second stories in these bays. The second story in each of these bays has a lower panel of bronze metal, topped with a sectioned Chicago-style window separated horizontally and vertically with bronze metal. Bay three contains a two-story stone arch for the building's main entrance. The arch, outlined in rope molding, has a gray granite base. A plain stone medallion tops the arch and a glassed entry fills the interior. The pilasters separating the bays on the east facade are topped with stone medallions at the second story and a plain stone entablature. The third story has a Chicago-style

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Brown Building Wichita, Sedgwick County, Kansas

window in each bay. Pairs of windows are located in each bay of floors four through eleven. Entablatures, a cornice and parapet matching those on the north side are present at the tenth and eleventh stories. Horizontal and vertical metal panels are also present between the windows on the 10th and 11th stories.

A modern two-story building is attached to lower three stories of the west side of the Brown Building. The upper stories of the building are clad in red and the wall is brick painted dark red. Pairs of double-hung three-over-three windows are placed in the first, second, third and seventh bays of each story. The fourth bay has two staggered windows in each story to accommodate the building's stairwell. Bay five is solid brick, with an extended roof block for the elevator shaft. Bay six has a small one-over-one window in each story.

The **south side** of the building fronts an alley and is brick painted dark red. This side is divided into six bays, each with one one-over-one double-hung window in the second through eleventh stories. A metal fire escape fronts the two westernmost bays.

Interior

The first story of the Brown Building houses two offices in the north portion and a restaurant in the south portion. The building's lobby, entered from the east door, has pink marble walls with display cases and entrances to the first-story businesses. The marble floor is inset with a square of carpeting. An ornate molded plaster ceiling and frieae adorn the lobby. Two elaborate lamps are suspended from the ceiling. Two elevator doors located on the west wall are edged with brass trim. A brass mail chute is located on the south wall near the elevator.

The building's staircase is located in the northwest corner of the lobby. This level of the staircase has a marble balustrade, marble steps and marble wainscoting. Upper levels of the staircase have historic metal and wood balustrades, marble wainscoting and hexagonal tile flooring.

The building's upper stories 3, 4, 5, 6, 7, 9, 10 and 11 all have similar modern interior finishes, with modern marble flooring, carpeting, suspended ceilings and wallpaper. Hallways on these floors have modern doors that lead to individual offices. The eighth story is a large open space with few interior walls. Ductwork and ceiling beams are exposed, as are concrete floors. Historic mosaic tile flooring is present near the elevators and extending along the space of a former hallway of this floor. Floors three through eleven have public restrooms for men and women with original marble wainscoting and stalls. The second story is occupied by one large office with a reception desk, modern paneled walls, suspended ceilings and carpeted floors. The building's basement is under construction, but does have a large patch of mosaic tile floor.

NPS Form 10-900-a

OMB No. 1024-0018

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Brown Building Wichita, Sedgwick County, Kansas

Statement of Significance

Overview

The Brown Building is nominated to the National Register of Historic Places under Criterion C for ARCHITECTURE as an excellent example of the Commercial style with Classical Revival ornament. It also has a significant construction history, designed to be expanded upward with additional stories. The building was designed by one of Wichita's leading architectural firms and built by one of the city's largest construction companies. It stands today as a reminder of Wichita's downtown growth of the early 1900s.

Architecture

The Brown Building is a Commercial style building ornamented with Classical Revival details, a solid and appropriate design for a downtown Wichita office building. It firmly anchors its impressive location, presenting two classical façades to the busy thoroughfares of Douglas Avenue and Broadway Street.

The Brown Building retains a significant level of integrity. The two-story base has been restored following the Secretary of the Interior's *Standards for Rehabilitation* to present a streetfront with a historic appearance. The upper stories are in excellent condition and retain their historic form and materials. The grand public lobby is well-preserved, with its original finishes. The building retains its high quality of materials of Carthage Bedford stone trim, brick and marble, molded plaster and polished brass.

The building is an excellent example of work designed by the firm of Schmidt, Boucher & Overend. Lorentz Schmidt (1884-1952) was born in Clyde, Kansas and graduated from the University of Illinois with a B.S. in architecture in 1913. He began his architectural practice in Wichita in 1915. He was joined by Charles Boucher in 1917 and Harrison Overend in 1919. The three were a team until 1931, designing many private homes schools, churches, commercial buildings and university structures. The firm of Schimidt, Boucher & Overend was responsible for the designs of many Wichita landmarks, including the Petroleum (Ellis-Singleton) Building, Hillcrest Apartments and St. James Episcopal Church.

George Siedhoff (1878-1966) was the contractor for both construction stages of the Brown Building. He was born and in St. Louis, Missouri, where he also learned his trade. He worked in Kansas City between 1908 and 1917, constructing Mercy Hospital, the Rialto Building and Karnes School. While working in Kansas City, he received a contract to build 12 buildings for the Standard Oil Company in Wichita. He moved his company there, where he constructed notable buildings, such as the Hillcrest Apartments, Broadview Hotel, Innes Warehouse and the US Post Office and Federal Building.³

¹ Kathy Morgan, "Wichita Residential Resources 1880-1945" (National Register of Historic Places MPDF), forthcoming 2007.

² Discover Wichita! A Listing of Wichita's Registered and Historic Landmarks & Districts, Historic Preservation Office (Wichita, KS: Metropolitan Area Planning Department, 2005) 75.

³ Morgan, "Wichita Residential Resources 1880-1945."

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Brown Building Wichita, Sedgwick County, Kansas

The Commercial style typically consists of a tripartite design applied to a multi-story building. The style, which includes a base of one to four stories, a multi-story shaft and a one- to four-story cap, was especially prominent from around 1875 to 1930. Chicago architects, especially, promoted the style for office and mercantile buildings through architectural journals. The Brown Building's two-story base is emphasized by engaged pilasters, an east entrance arch and transom windows. The seven-story shaft is topped by the two-story cap featuring a stone entablature, emphasized window surrounds and a restrained cornice. Its rectangular brick form is a hallmark of the Commercial style.

American interest in Classical Revival architecture began in the 1880s. McKim, Mead and White often used the style for prominent urban buildings, such as New York City's Pennsylvania Station and Kansas City's New York Life building. Architects across the country borrowed freely from the style, applying arches, rosettes, medallions and engaged columns or pilasters to their buildings, as seen on the Brown Building.

At its 1927 opening, the *Wichita Eagle* described the Brown Building as "a masterpiece of modern business building construction." The building received equal praise upon its expansion for its contribution to Wichita's skyline. It retains its impressive appearance today in form and detail.

The Brown Building contributes to the historic canyon of office towers built along East Douglas Avenue. The six-story building replaced a collection of five storefronts located within a two-story building on the southwest corner of Douglas and Lawrence (now Broadway.) The East Douglas Avenue Historic District National Register nomination credits East Douglas Avenue as the most prominent commercial thoroughfare in Wichita and possibly in Kansas. The street is characterized by its predominance of commercial buildings. These are typically two and three stories tall on the eastern end but increase in height as East Douglas Avenue approaches downtown Wichita. Two city leaders—William Greiffenstein and James Mead—lobbied extensively in the 1870s for the development of East Douglas Avenue as Wichita's commercial center. Greiffenstein successfully secured the location of the post office, county offices and the Wichita Savings Bank on or adjacent to East Douglas Avenue. The construction of the first bridge over the Big Arkansas River on the west and the railroad tracks on the east secured the street as an excellent site for businesses. As commerce in Wichita focused on cattle and then other industries, East Douglas Avenue developed and filled with commercial blocks by the 1880s. Thanks to meatpacking and milling industries, Wichita's industrial base grew in value. The city's population also grew rapidly, passing Topeka in 1908 as the largest city in the state.

The development of the early 1900s continued until the Great Depression, with new construction providing taller structures of fireproof brick. Extant buildings in the area constructed during this era include the five-story 1929 Kress Building at 224 East Douglas, the ten-story1918 Lassen Hotel at 155 North Market, the seven-story 1922 Orpheum Theater at 200 North Broadway and the seven-story 1919-21 Wheeler, Kelly, Hagny Building at 120 South Market.

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Brown Building
Wichita, Sedgwick County, Kansas

History

The Brown Building, built at the southwest corner of Douglas and Broadway, was constructed as an architectural mate to the 14-story Union National Bank on the southeast corner of the same intersection. Construction of the six-story Brown Building began in July 1926. The well-known architectural firm of Schmidt, Boucher & Overend designed the building and the George Siedhoff Construction Co. served as the contractor. The office tower was named for Charles S. Brown, father of George Brown, owner of the lots on which it stood. Construction took just nine months and involved many local firms, including the Western Glass Company, Ben Sibbitt Iron, Gold Rule Plumbing, Southwestern Roofing and Cuthbert Cut Stone.⁴



1928 advertisement in The Wichita Eagle

⁴ "All Wichita Receives Invitation To Inspect Brown Building Today," The Wichita Eagle, 20 April 1927, p. 10.

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Brown Building Wichita, Sedgwick County, Kansas

The *Wichita Eagle* praised Wichita's newest tower. Located on one of the city's busiest and most valuable corners, the \$500,000 building was a modern wonder of reinforced conrete, red brick and Carthage-Bedford white stone. "Architecturally it stands a masterpiece of modern business building construction. With full basement, rears six stories high and its foundations are capable of carrying the six additional floors which doubtlessly will be needed in a few years."

Tenants on the ground floor included the Princess Lunch, Billy Cain's barber shop, the LaSalle candy shop and Cox's Hosiery shop. The basement housed the Commodore Club—a billiard parlor with ten tables, a lunch counter and a cigar counter. Two high speed elevators whisked passengers to upper floors and the offices of attorneys, physicians, oil companies and Brosius Investment Company, the owner of the building.

The Brown Building's grand opening was held on April 20, 1927. Several hundred Wichita residents received red carnations and enjoyed music by the Clovis Miller orchestra on a second-story dance floor.

Work began in May 1928 to add five additional floors to the building, increasing it in height to an impressive 11 stories. The work was contracted to the Siedhoff Construction Company for \$225,000. At the onset of construction, half of the 55 anticipated office suites were already leased. Construction was completed by November 1928.

An order to sell the Brown Building was presented in the District Court in November 1935. The building was sold at a sheriff's auction to a group of trustees and the Fourth National Bank for \$503,000. The building was sold again in 1958 for \$600,000. Improvements over the next 5 years included the installation of air conditioning, new elevators, suspended ceilings and fire-proofing. In 1963, tenancy was only 50 percent. \$250,000 in improvements upgraded the building to a deluxe facility. Amenities included a secretarial service, lounge, shower and locker facility, conference rooms and a print shop. The improvements initially attracted new tenants Antrim Lumber Company, the Dermatology Clinic, Byron's Card Shop and Wetzel Jewelry, but were not enough to fill the building. The Brown Building was sold again in 1977, shortly after tenant occupancy dropped to less than 30 percent. Sam Hardage, the new owner, initiated another set of renovations that included removal of the marble wainscoting and walnut paneling from the interior corridors. The building was renamed the Broadway Plaza. It was placed on the Wichita Register of Historic Places in 1980.

The current owners have restored the building's interior and exterior, meeting the Secretary of the Interior's *Standards*. Today the building has an 85 percent occupancy rate.

⁵ Ibid.

⁶ "Addition Completed," The Wichita Eagle, 11 November 1928, p. 10A.

⁷ Ted Hammer, "Remodeling Underway," The Wichita Beacon, 2 November 1963.

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Brown Building Wichita, Sedgwick County, Kansas

Sources

Discover Wichita! A Listing of Wichita's Registered and Historic Landmarks & Districts. Wichita, KS: Metropolitan Area Planning Department, 2005.

Morgan, Kathy Morgan. "Wichita Residential Resources 1880-1945" (National Register of Historic Places MPDF), forthcoming 2007.

Wolfenbarger, Deon. "East Douglas Avenue Historic District." National Register of Historic Places Registration Form, 7 June 2004.

The Wichita Beacon:

Ted Hammer, "Remodeling Underway," The Wichita Beacon, 2 November 1963.

The Wichita Eagle:

"The Brown Building" 4 July 1926, p. 11; "Narrowing The Gorge At Lawrence and Douglas" 17 October 1926, p.1; "All Wichita Receives Invitation To Inspect Brown Building Today" 20 April 1927, p. 10; "Hundreds Visit Brown Building" 21 April 1927, p. 10; "Brown Building To Have Eleven Stories By Fall" 6 May 1928; "The New Brown Building" 1 June 1928, p. 4; "Topping Out Wichita's Newest Skyscraper" 26 August 1928, p. 14; "Addition Completed" 11 November 1928, p. 10A.

United States Department of the Interior

National Park Service

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Brown Building Wichita, Sedgwick County, Kansas

Verbal Boundary Description

The Brown Building is located on Lots 133 and 135 in Greiffenstein's Addition to the Town, now City of Wichita. The property is bounded by a property line on the west, and alley on the south, Broadway Street on the east and East Douglas Avenue on the north.

Boundary Justification

The boundaries include the city lots historically associated the Brown Building.

Photographic Information

The following information is the same for all of the photographs:

- 1. The Brown Building
- 2. Sedgwick County, Kansas
- 3. Susan Jezak Ford
- 4. February 2007
- 5. Digital disk located at Kansas State Historical Society

The following information is applicable to individual photographs:

- 6. Southwest view
- 7, #1
- 6. Southeast view
- 7. #2
- 6. South view
- 7. #3
- 6. Northwest view
- 7. #4
- 6. Interior lobby; west view
- 7. #5
- 6. Interior lobby stairway; northwest view
- 7. #6
- 6. Interior lobby ceiling; southwest view
- 7, #7
- 6. Interior 11th floor; north view

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7.#8

6. Interior 6th floor; southwest view

7. #9

6. Interior stairway; southwest view

7, #10

